



Market Profile

37716 (Clinton)
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 Geography: ZIP Code

Prepared by Anderson County Chamber

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Population Summary	
2000 Total Population	24,825
2010 Total Population	26,069
2020 Total Population	27,253
2020 Group Quarters	379
2025 Total Population	27,794
2020-2025 Annual Rate	0.39%
2020 Total Daytime Population	26,348
Workers	11,021
Residents	15,327
Household Summary	
2000 Households	10,233
2000 Average Household Size	2.40
2010 Households	10,774
2010 Average Household Size	2.38
2020 Households	11,209
2020 Average Household Size	2.40
2025 Households	11,410
2025 Average Household Size	2.40
2020-2025 Annual Rate	0.36%
2010 Families	7,403
2010 Average Family Size	2.87
2020 Families	7,570
2020 Average Family Size	2.90
2025 Families	7,647
2025 Average Family Size	2.91
2020-2025 Annual Rate	0.20%
Housing Unit Summary	
2000 Housing Units	10,894
Owner Occupied Housing Units	69.0%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	6.1%
2010 Housing Units	11,626
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	7.3%
2020 Housing Units	12,117
Owner Occupied Housing Units	62.2%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	7.5%
2025 Housing Units	12,319
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	30.1%
Vacant Housing Units	7.4%
Median Household Income	
2020	\$52,644
2025	\$55,335
Median Home Value	
2020	\$188,759
2025	\$213,331
Per Capita Income	
2020	\$28,429
2025	\$31,426
Median Age	
2010	42.6
2020	45.2
2025	46.4

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income

Household Income Base	11,209
<\$15,000	11.1%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	14.8%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	5.4%
\$200,000+	3.0%
Average Household Income	\$69,081

2025 Households by Income

Household Income Base	11,410
<\$15,000	10.2%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	6.6%
\$200,000+	3.4%
Average Household Income	\$76,512

2020 Owner Occupied Housing Units by Value

Total	7,534
<\$50,000	7.0%
\$50,000 - \$99,999	12.2%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	17.7%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	9.9%
\$300,000 - \$399,999	10.7%
\$400,000 - \$499,999	2.9%
\$500,000 - \$749,999	4.2%
\$750,000 - \$999,999	1.4%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$228,853

2025 Owner Occupied Housing Units by Value

Total	7,700
<\$50,000	5.4%
\$50,000 - \$99,999	9.5%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	17.2%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	13.3%
\$400,000 - \$499,999	3.8%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	1.8%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.0%
Average Home Value	\$256,828

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age		
Total		26,070
0 - 4		5.6%
5 - 9		6.0%
10 - 14		6.0%
15 - 24		11.6%
25 - 34		11.3%
35 - 44		12.6%
45 - 54		15.9%
55 - 64		14.2%
65 - 74		9.3%
75 - 84		5.4%
85 +		2.1%
18 +		78.5%
2020 Population by Age		
Total		27,253
0 - 4		5.0%
5 - 9		5.3%
10 - 14		5.5%
15 - 24		9.9%
25 - 34		12.2%
35 - 44		11.9%
45 - 54		13.2%
55 - 64		15.4%
65 - 74		12.9%
75 - 84		6.4%
85 +		2.4%
18 +		81.0%
2025 Population by Age		
Total		27,794
0 - 4		4.9%
5 - 9		5.2%
10 - 14		5.6%
15 - 24		9.6%
25 - 34		10.5%
35 - 44		12.5%
45 - 54		12.5%
55 - 64		14.3%
65 - 74		14.2%
75 - 84		8.2%
85 +		2.5%
18 +		81.0%
2010 Population by Sex		
Males		12,733
Females		13,337
2020 Population by Sex		
Males		13,344
Females		13,909
2025 Population by Sex		
Males		13,631
Females		14,163

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity

Total	26,069
White Alone	96.0%
Black Alone	1.6%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.3%
Diversity Index	10.2

2020 Population by Race/Ethnicity

Total	27,253
White Alone	95.0%
Black Alone	1.7%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.4%
Two or More Races	1.8%
Hispanic Origin	1.9%
Diversity Index	13.1

2025 Population by Race/Ethnicity

Total	27,794
White Alone	94.4%
Black Alone	1.8%
American Indian Alone	0.5%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	2.1%
Hispanic Origin	2.3%
Diversity Index	14.8

2010 Population by Relationship and Household Type

Total	26,069
In Households	98.6%
In Family Households	83.6%
Householder	28.4%
Spouse	21.4%
Child	28.7%
Other relative	3.0%
Nonrelative	2.1%
In Nonfamily Households	15.0%
In Group Quarters	1.4%
Institutionalized Population	1.4%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment	
Total	20,248
Less than 9th Grade	5.7%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	27.4%
GED/Alternative Credential	6.9%
Some College, No Degree	25.7%
Associate Degree	7.4%
Bachelor's Degree	11.3%
Graduate/Professional Degree	8.5%
2020 Population 15+ by Marital Status	
Total	22,944
Never Married	25.7%
Married	53.7%
Widowed	8.1%
Divorced	12.5%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	13,194
Population 16+ Employed	90.4%
Population 16+ Unemployment rate	9.6%
Population 16-24 Employed	9.1%
Population 16-24 Unemployment rate	17.3%
Population 25-54 Employed	63.0%
Population 25-54 Unemployment rate	9.5%
Population 55-64 Employed	20.6%
Population 55-64 Unemployment rate	7.1%
Population 65+ Employed	7.2%
Population 65+ Unemployment rate	7.0%
2020 Employed Population 16+ by Industry	
Total	11,929
Agriculture/Mining	0.4%
Construction	7.9%
Manufacturing	14.7%
Wholesale Trade	1.7%
Retail Trade	8.6%
Transportation/Utilities	5.7%
Information	0.9%
Finance/Insurance/Real Estate	5.4%
Services	48.7%
Public Administration	6.0%
2020 Employed Population 16+ by Occupation	
Total	11,929
White Collar	55.9%
Management/Business/Financial	11.7%
Professional	21.5%
Sales	9.3%
Administrative Support	13.4%
Services	17.6%
Blue Collar	26.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	4.2%
Production	9.2%
Transportation/Material Moving	6.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type	
Total	10,774
Households with 1 Person	27.2%
Households with 2+ People	72.8%
Family Households	68.7%
Husband-wife Families	51.8%
With Related Children	19.2%
Other Family (No Spouse Present)	17.0%
Other Family with Male Householder	4.6%
With Related Children	2.4%
Other Family with Female Householder	12.4%
With Related Children	7.5%
Nonfamily Households	4.1%
All Households with Children	29.6%
Multigenerational Households	3.8%
Unmarried Partner Households	5.3%
Male-female	4.7%
Same-sex	0.6%
2010 Households by Size	
Total	10,771
1 Person Household	27.2%
2 Person Household	37.1%
3 Person Household	16.9%
4 Person Household	11.8%
5 Person Household	4.5%
6 Person Household	1.7%
7 + Person Household	0.9%
2010 Households by Tenure and Mortgage Status	
Total	10,774
Owner Occupied	71.8%
Owned with a Mortgage/Loan	42.3%
Owned Free and Clear	29.5%
Renter Occupied	28.2%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	167
Percent of Income for Mortgage	15.0%
Wealth Index	73
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	11,626
Housing Units Inside Urbanized Area	53.3%
Housing Units Inside Urbanized Cluster	6.0%
Rural Housing Units	40.7%
2010 Population By Urban/ Rural Status	
Total Population	26,069
Population Inside Urbanized Area	51.9%
Population Inside Urbanized Cluster	6.4%
Rural Population	41.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Southern Satellites (10A)
3. Midlife Constants (5E)

2020 Consumer Spending

Apparel & Services: Total \$	\$17,998,055
Average Spent	\$1,605.68
Spending Potential Index	75
Education: Total \$	\$13,947,860
Average Spent	\$1,244.34
Spending Potential Index	70
Entertainment/Recreation: Total \$	\$29,472,303
Average Spent	\$2,629.34
Spending Potential Index	81
Food at Home: Total \$	\$47,747,563
Average Spent	\$4,259.75
Spending Potential Index	80
Food Away from Home: Total \$	\$32,203,062
Average Spent	\$2,872.96
Spending Potential Index	76
Health Care: Total \$	\$54,909,286
Average Spent	\$4,898.68
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$19,162,944
Average Spent	\$1,709.60
Spending Potential Index	78
Personal Care Products & Services: Total \$	\$7,960,496
Average Spent	\$710.19
Spending Potential Index	77
Shelter: Total \$	\$156,103,563
Average Spent	\$13,926.63
Spending Potential Index	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,597,946
Average Spent	\$1,926.84
Spending Potential Index	82
Travel: Total \$	\$20,301,573
Average Spent	\$1,811.19
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$10,507,488
Average Spent	\$937.42
Spending Potential Index	81

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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